

INTENTION TO USE GREEN PRODUCTS AMONG CONSUMERS

By

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ABSTRAK

Kajian gelagat pengguna terhadap produk hijau telah menjadi satu kajian yang sangat penting pada masa kini. Setiap manusia memerlukan persekitaran yang berkualiti dan baik serta tahap kesihatan yang baik demi menjamin kehidupan yang bermanfaat untuk diri dan juga keluarga. Keperluan produk hijau di dalam kehidupan seharian setiap individu adalah perlu pada hari ini. Jadi, kajian lebih mendalam mengenai niat untuk menggunakan produk hijau boleh menjadi rujukan kepada pengguna dan juga organisasi. Penyelidikan ini bertujuan untuk mengkaji hubungan antara sikap, norma subjektif dan kawalan gelagat dengan niat untuk menggunakan. Pengkaji telah mengedarkan soalan kaji selidik sebanyak 120 set. Hanya satu set sahaja soalan kaji selidik yang tidak berjaya dikembalikan. Kesemua 119 set soal selidik yang dikembalikan boleh digunakan untuk analisis kajian. Antara kaedah yang digunapakai di dalam penyelidikan ini adalah ujian T sampel bebas, ANOVA sehalu, korelasi pearson dan juga regresi berbilang. Hasil kajian menunjukkan kesemua pembolehubah bebas mempunyai hubungan yang signifikan dan dilihat mempengaruhi niat untuk menggunakan produk hijau di kalangan pengguna. Di antara tiga pembolehubah bebas ini, sikap adalah paling mempengaruhi niat untuk menggunakan produk hijau kerana mempunyai nilai regresi tertinggi. Ini bermakna, semakin tinggi sikap positif pengguna terhadap produk hijau, maka semakin tinggi niat mereka untuk menggunakan produk tersebut. Oleh yang demikian, para peruncit dan pemasar wajar meningkatkan keinginan pengguna untuk menggunakan produk hijau dengan mewujudkan strategi pemasaran yang berkesan. Selain itu, pihak lain seperti kerajaan dan organisasi bukan kerajaan juga perlu berusaha untuk meningkatkan sikap positif pengguna terhadap produk hijau. Perbincangan tentang implikasi dan cadangan untuk kajian akan datang juga turut diuraikan di akhir kajian ini.

Kata kunci: Produk hijau, sikap, norma subjektif, kawalan gelagat.

ABSTRACT

The study of consumer behavior towards green products has become a very important research nowadays. Every human being requires a good quality of environment and good health status in order to guarantee a useful life for self and family. The needs for green products in the daily lives of individuals are necessary today. So, a deeper study of the intention to use green products may be a reference to consumers and organizations. This study aimed to investigate the relationship between attitudes, subjective norms, and perceived control behavior with the intention to use. The researcher has distributed a 120 set of questionnaires. Only one set of survey questions unsuccessful return. All 119 of the returned questionnaires could be used for analysis of the study. Among the methods used in this research are independent sample t-test, one-way ANOVA, Pearson correlation and multiple regressions. The results showed that all independent variables are significant and seen have influenced intention to use green products among consumers. Among the three independent variables, the attitude is most influenced intention to use green products because it has the highest regression. This means, the higher the positive attitude of consumers towards green products, the higher their intention to use the product. As a result, retailers and marketers should increase consumers' desire to use green products by creating an effective marketing strategy. In addition, other parties such as government and non-governmental organizations should also strive to increase positive attitudes of consumers towards green products. The discussion of the implications and suggestions for future research are also described at the end of the study.

Keywords: Green products, attitude, subjective norm, perceived behavior control.

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LIST OF ABBREVIATIONS

TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
PBC	Perceived Behavior Control
UNEP	United Nations Environment Programme
WSSD	World Summit on Sustainable Development
UUM	Universiti Utara Malaysia
SPSS	Statistical Package for Social Science
ANOVA	Analysis of Variance
SD	Standard Deviation

CHAPTER 1

INTRODUCTION

1.0 CHAPTER INTRODUCTION

This study explores the factors that influence intention to use green products among consumer. In brief, it will discuss on whether attitude, subjective norms, and perceived behavior control (PBC) are important in explaining the intention to choose green products among consumers. This chapter contains the discussion on the background of the study, problem statement, scope of study, research question, research objectives, significance of the study, and definitions of key terms.

1.1 BACKGROUND OF THE STUDY

The global environmental issue is growing concern since 1970s. There are varieties of environmental problems right now that adversely impact on the entire world today. As the globalization continuous, most internal environmental problems have turned into international issues. Numerous environmental disasters and problems in the late 1980s have attracted the environmentalists to fight and rectify the problem. Issues like acid rain, air pollution, global warming, ozone depletion, overpopulation, rain forest destruction and hazardous waste are some of the largest problems and now affecting the world. It is not far from us, but has to be close to us like in our backyard

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the thesis is for
internal user
only

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APPENDIX A

Questionnaire

No. Siri / Serial Number				
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SOAL SELIDIK

QUESTIONNAIRE

FAKTOR YANG MEMPENGARUHI NIAT UNTUK MENGGUNAKAN PRODUK HIJAU DI KALANGAN PENGGUNA

FACTORS AFFECTING INTENTION TO USE GREEN PRODUCTS AMONG CONSUMER

Encik/Cik/Tuan/ Puan/ Dato'/ Datin/ Dr/ Prof Madya/ Profesor

Mr./ Ms./ Sir/ Madam/ Dato ' / Datin/ Dr./ Associate Professor/ Professor

Terima kasih di atas kesudian memberi ruang masa 10-15 minit menjawab soal selidik ini. Segala kerjasama yang diberikan amat dihargai. Jawapan daripada anda akan menghasilkan maklumat yang amat bermanfaat dalam menjayakan kajian ini. Semua jawapan yang diberikan adalah SULIT dan hanya digunakan untuk tujuan penyelidikan bagi memenuhi keperluan pengajian Sarjana Sains Pengurusan daripada Universiti Utara Malaysia.

*Thank you for your willingness to give time space 10-15 minutes to answer this questionnaire. Any assistance given is greatly appreciated. The answer from you will produce information that will be beneficial to the success of this study. All the answers are **STRICTLY CONFIDENTIAL** and used only for research purpose to meet the requirements of a Master of Science Management from Universiti Utara Malaysia.*

Pengertian / Meaning:

Produk hijau adalah sesuatu produk atau perkhidmatan yang tidak berbahaya kepada alam sekitar. (OxfordDictionaries.com). Sebagai contoh penggunaan beg kertas, bekas makanan mesra alam, kereta hybrid dan lain-lain lagi. Kepenggunaan hijau adalah satu usaha oleh individu untuk melindungi diri mereka sendiri dan planet ini dengan hanya membeli produk hijau. (Ottman, 1992).

Green product is a product or service that is not harmful to the environment. (Oxford Dictionaries.com). For example the use of paper bags, eco-friendly food containers, hybrid cars and many others. Green consumerism is an attempt by individuals to protect themselves and the planet by buying only green products. (Ottman, 1992).

BAHAGIAN A: Latar Belakang

Section A: Background

Sila tandakan (✓) pilihan yang tepat mengenai latar belakang di kotak yang disediakan.

Please tick (✓) the right choice of the background in the box provided.

1. **Jantina / Gender:**

☐ **Lelaki / Male**

☐ **Perempuan / Female**

2. **Umur / Age:**

☐ **20 tahun dan ke bawah / 20 years and below**

☐ **21-30 tahun / 21-30 years**

☐ **31-40 tahun / 31-40 years**

☐ **41-50 tahun / 41-50 years**

☐ **51 tahun dan ke atas / 51 years and above**

3. **Kewarganegaraan (Malaysia) / Nationality (Malaysia):**

☐ **Warganegara / Citizen**

☐ **Bukan Warganegara / Non-citizens**

4. **Bangsa / Race:**

☐ **Melayu/ Malay**

☐ **Cina / Chinese**

☐ **India / Indian**

☐ **Lain-lain / Others**

(Sila nyatakan / Please state):

5. **Tahap pendidikan (semasa) / Level of Education (current):**

☐ **Sijil / Certificate**

☐ **Diploma / Diploma**

☐ **Sarjana Muda / Bachelor Degree**

☐ **Sarjana / Master**

☐ **PhD / PhD**

6. **Adakah anda pernah menggunakan produk hijau? / Do you ever use green products?**

Sekiranya YA ataupun TIDAK, teruskan menjawab soalan sehingga tamat. / If YES or NO, please continue to answer questions until the end.

☐ **Ya/ Yes**

☐ **Tidak / No**

7. **Adakah persekitaran anda (UUM) mengamalkan penggunaan produk hijau? / Does your environment (UUM) practicing the use of green products?**

☐ **Ya/ Yes**

☐ **Tidak / No**

BAHAGIAN B: Faktor-faktor yang mempengaruhi penggunaan produk hijau di kalangan pengguna.

Section B: Factors influencing the use of green products among consumers.

Sila bulatkan nombor-nombor pilihan terbaik bagi menunjukkan sejauh manakah anda bersetuju atau tidak bersetuju dengan kenyataan di bawah.

Please circle the numbers that best indicate the extent of you agree or disagree with the following statement.

1	2	3	4	5
Sangat Tidak Setuju <i>Strongly Disagree</i>	Tidak Setuju <i>Disagree</i>	Tidak Pasti <i>Not Sure</i>	Setuju <i>Agree</i>	Sangat Setuju <i>Strongly Agree</i>

1	Saya merasakan bahawa produk hijau memberi impak yang positif alam sekitar. <i>I feel that green products have a positive impact on the environment.</i>	1	2	3	4	5
2	Saya merasakan memilih produk hijau memberi manfaat kepada pengguna. <i>I think choosing green products is beneficial to consumers.</i>	1	2	3	4	5
3	Saya merasakan memilih produk hijau adalah idea yang bagus. <i>I think choosing green products is a good idea.</i>	1	2	3	4	5
4	Saya rasa menggunakan produk hijau adalah idea yang bijak. <i>I feel that using green products is a wise idea.</i>	1	2	3	4	5
5	Saya berpendapat menggunakan produk hijau akan memudahkan saya. <i>I think using green products would be pleasant to me.</i>	1	2	3	4	5
6	Saya merasakan bahawa saya perlu menghargai produk hijau. <i>I feel that I need to appreciate green products.</i>	1	2	3	4	5
7	Orang ramai beranggapan bahawa saya biasa dengan keperluan yang mesra alam sekitar. <i>People are assuming that I am familiar with the needs of environmental friendly.</i>	1	2	3	4	5
8	Orang yang berkepentingan kepada saya berfikir bahawa produk hijau adalah sangat berguna. <i>People who are important to me think that green products are very useful.</i>	1	2	3	4	5
9	Orang yang rapat dengan saya menganggap saya perlu memilih produk hijau. <i>People who are close to me think that I should choose green products.</i>	1	2	3	4	5

10	Orang lain menjangkakan bahawa saya perlu memilih produk hijau. <i>Other people expect that I have to choose green products.</i>	1	2	3	4	5
11	Saya mempunyai keupayaan untuk menggunakan produk hijau. <i>I have the ability to use green products.</i>	1	2	3	4	5
12	Saya mempunyai pengetahuan untuk menggunakan produk hijau. <i>I have the knowledge to make use of green products.</i>	1	2	3	4	5
13	Saya mempunyai sumber (termasuk duit) untuk menggunakan produk hijau. <i>I have the resources (including money) to make use of green products.</i>	1	2	3	4	5
14	Saya suka untuk menggunakan produk hijau. <i>I like to use green products.</i>	1	2	3	4	5
15	Saya berminat untuk menggunakan produk hijau dalam tempoh terdekat. <i>I am interested to use green products in the immediate term.</i>	1	2	3	4	5
16	Saya berminat untuk menggunakan produk hijau pada masa depan. <i>I am interested to use green products in the future.</i>	1	2	3	4	5
17	Saya ingin menggunakan produk hijau dengan lebih kerap. <i>I intend to use green products more frequently.</i>	1	2	3	4	5
18	Saya pasti akan mengesyorkan produk hijau ini kepada orang lain. <i>I would definitely recommend this green product to others.</i>	1	2	3	4	5

BAHAGIAN C: Cadangan dan pandangan terhadap penggunaan produk hijau di kalangan pengguna.

SECTION C: Recommendations and views of using green products among consumers.

“TERIMA KASIH DI ATAS KERJASAMA YANG DIBERIKAN”

“Thank you for your cooperation”

APPENDIX B

Results from SPSS Tests

- Pilot Test – Reliability Analysis
- Frequency Analysis
- Mean and Standard Deviation
- T-test Analysis
- ANOVA Analysis
- Correlation Analysis
- Regression Analysis

Reliability Analysis for Pilot Test

Attitude

Case Processing Summary

	N	%
	20	100.0
	0	.0
	20	100.0

deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Items
.751	6

Subjective Norm

Case Processing Summary

	N	%
	20	100.0
	0	.0
	20	100.0

deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Items
.807	4

Perceived Behavior Control

Case Processing Summary

	N	%
	20	100.0
	0	.0
	20	100.0

deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Items
.817	3

Intention to Use

Case Processing Summary

	N	%
	20	100.0
	0	.0
	20	100.0

deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Items
.919	5

Frequency Analysis

Statistics

	Gender	Age	Personality	Income	Education	Have you ever used a mobile phone?	Do you practice the use of mobile products?
	119	119	119	119	119	119	119
	0	0	0	0	0	0	0
	1	1	1	1	1	1	1
	2	5	2	4	5	2	2

Frequency Table

gender

	Frequency	Percent	Cumulative Percent	Relative Percent
	51	42.9	42.9	42.9
	68	57.1	57.1	100.0
	119	100.0	100.0	

age

	Frequency	Percent	Cumulative Percent	Relative Percent
Under 18	10	8.4	8.4	8.4
18-24	75	63.0	63.0	71.4
25-34	15	12.6	12.6	84.0
35-44	13	10.9	10.9	95.0
45 and above	6	5.0	5.0	100.0
	119	100.0	100.0	

nationality

	quency	cent	d Percent	ative Percent
is	101	84.9	84.9	84.9
	18	15.1	15.1	100.0
	119	100.0	100.0	

race

	quency	cent	d Percent	ative Percent
	70	58.8	58.8	58.8
	26	21.8	21.8	80.7
	4	3.4	3.4	84.0
	19	16.0	16.0	100.0
	119	100.0	100.0	

education

	quency	cent	d Percent	ative Percent
egree	19	16.0	16.0	16.0
	14	11.8	11.8	27.7
	61	51.3	51.3	79.0
	19	16.0	16.0	95.0
	6	5.0	5.0	100.0
	119	100.0	100.0	

do you ever use green product?

	quency	cent	d Percent	ative Percent
	91	76.5	76.5	76.5
	28	23.5	23.5	100.0
	119	100.0	100.0	

oes your environment (UUM) practicing the use of green products?

	quency	cent	d Percent	ative Percent
	78	65.5	65.5	65.5
	41	34.5	34.5	100.0
	119	100.0	100.0	

Mean and Standard Deviation

Attitude

Item Statistics

	Mean	Deviation	N
green products have a positive impact on the environment.	4.17	.886	119
Using green products is beneficial to consumers.	4.14	.773	119
Using green products is a good idea.	4.09	.844	119
Using green products is a wise idea.	4.07	.918	119
Using green products would be pleasant for me.	3.88	.875	119
We need to appreciate green products.	4.11	.790	119

Item-Total Statistics

	Sum of Squares if Item Deleted	Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
green products have a positive impact on the environment.	20.29	11.498	.646	.865
Using green products is beneficial to consumers.	20.32	11.609	.751	.848
Using green products is a good idea.	20.37	11.557	.679	.859
Using green products is a wise idea.	20.39	10.953	.719	.852
Using green products would be pleasant for me.	20.58	11.669	.624	.869
We need to appreciate green products.	20.35	11.705	.710	.854

Subjective Norm

Item Statistics

	Mean	Deviation	N
assuming that i am familiar with of environmental friendly.	3.71	.905	119
o are important to me think that ucts are very useful.	3.82	.833	119
o are close to me think that i ose green products.	3.87	.892	119
le expect that i have to choose ucts.	3.66	.906	119

Item-Total Statistics

	Mean if Item Deleted	Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
assuming that i am familiar eds of environmental	11.34	4.649	.537	.754
o are important to me think products are very useful.	11.23	4.753	.583	.731
o are close to me think that i ose green products.	11.18	4.248	.686	.676
le expect that i have to een products.	11.39	4.612	.548	.749

Perceived Behavior Control

Item Statistics

	Mean	Deviation	N
ability to use green products.	3.91	.957	119
knowledge to make use of ucts.	3.85	.945	119
resources (including money) se of green products.	3.81	.932	119

Item-Total Statistics

	Mean if Item Deleted	Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ability to use green products.	7.66	2.804	.710	.744
knowledge to make use of ucts.	7.71	2.833	.714	.740
resources (including money) se of green products.	7.76	3.033	.644	.808

Intention to Use

Item Statistics

	Mean	Deviation	N
I intend to use green products.	3.88	.913	119
I intend to use green products in the long run.	3.96	.807	119
I intend to use green products in the short term.	4.03	.901	119
I intend to use green products more than others.	4.00	.939	119
I intend to recommend this green product to others.	3.94	.968	119

Item-Total Statistics

	Sum of Squares if Item Deleted	Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I intend to use green products.	15.93	9.250	.696	.860
I intend to use green products in the long run.	15.86	9.869	.676	.865
I intend to use green products in the short term.	15.78	9.054	.753	.847
I intend to use green products more than others.	15.82	8.999	.722	.854
I intend to recommend this green product to others.	15.87	8.789	.736	.851

Descriptive Analysis

Descriptive Statistics

	Frequency		Mean		Standard Deviation		Variance		Skewness		Kurtosis	
	Statistic	df	Statistic	df	Statistic	df	Statistic	df	Statistic	df	Statistic	df
Frequency	119		3.17		1.83		5.00		4.0770		.67011	
Subjective_Norm	119		3.00		2.00		5.00		3.7605		.68766	
Perceived_Behavior_	119		3.33		1.67		5.00		3.8543		.81608	
Intention_To_Use	119		3.60		1.40		5.00		3.9630		.74696	
(twice)	119											

T-test: Gender

Group Statistics

	N	Mean	Deviation	Error Mean
ntion_To_Use	51	3.7373	.79749	.11167
	68	4.1324	.66342	.08045

Independent Samples Test

		Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Lower Difference	Confidence Interval of the Difference	
									Lower	Upper
ntion_To_Use	ances	.418	.519	-2.947	117	.004	-.39510	.13407	-.66061	-.12958
	ances not			-2.871	96.061	.005	-.39510	.13763	-.66829	-.12190

One Way ANOVA: Age

Descriptives

ntion_To_Use

	N	Mean	Standard Deviation	Standard Error	Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
and below	10	3.9400	.56608	.17901	3.5351	4.3449	2.60	4.60
ars	75	4.1707	.61398	.07090	4.0294	4.3119	1.80	5.00
ars	15	3.4667	.80238	.20717	3.0223	3.9110	1.40	4.60
ars	13	3.5538	1.01046	.28025	2.9432	4.1645	1.40	4.80
and above	6	3.5333	.84538	.34512	2.6462	4.4205	2.40	4.40
	119	3.9630	.74696	.06847	3.8274	4.0986	1.40	5.00

Test of Homogeneity of Variances

ntion_To_Use

Levene Statistic	df1	df2	Sig.
2.050	4	114	.092

ANOVA

ntion_To_Use

	Sum of Squares	df	Mean Square	F	Sig.
Groups	10.219	4	2.555	5.236	.001
Within Groups	55.618	114	.488		
Total	65.837	118			

Post Hoc Test

Multiple Comparisons

ntion_To_Use

0

		Difference (I-J)	Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
nd below	ars	-.23067	.23515	.863	-.8825	.4211
	ars	.47333	.28516	.463	-.3171	1.2638
	ars	.38615	.29380	.683	-.4282	1.2005
	nd above	.40667	.36070	.792	-.5932	1.4065
ars	nd below	.23067	.23515	.863	-.4211	.8825
	ars	.70400 [*]	.19756	.005	.1564	1.2516
	ars	.61682 [*]	.20984	.032	.0351	1.1985
	nd above	.63733	.29634	.206	-.1841	1.4588
ars	nd below	-.47333	.28516	.463	-1.2638	.3171
	ars	-.70400 [*]	.19756	.005	-1.2516	-.1564
	ars	-.08718	.26468	.997	-.8208	.6465
	nd above	-.06667	.33740	1.000	-1.0019	.8686
ars	nd below	-.38615	.29380	.683	-1.2005	.4282
	ars	-.61682 [*]	.20984	.032	-1.1985	-.0351
	ars	.08718	.26468	.997	-.6465	.8208
	nd above	.02051	.34474	1.000	-.9351	.9761
nd above	nd below	-.40667	.36070	.792	-1.4065	.5932
	ars	-.63733	.29634	.206	-1.4588	.1841
	ars	.06667	.33740	1.000	-.8686	1.0019
	ars	-.02051	.34474	1.000	-.9761	.9351

in difference is significant at the 0.05 level.

Homogeneous Subsets

Mean_Intention_To_Use

$\mu_{a,b}$

	N	for alpha = 0.05
		1
ars	15	3.4667
nd above	6	3.5333
ars	13	3.5538
nd below	10	3.9400
ars	75	4.1707
		.110

groups in homogeneous subsets are displayed.

harmonic Mean Sample Size = 11.804.

up sizes are unequal. The harmonic mean of the

s is used. Type I error levels are not guaranteed.

One Way ANOVA: Education Level

Descriptives

ntion_To_Use

	N	Mean	Deviation	Error	Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
egree	19	3.9263	.77806	.17850	3.5513	4.3013	2.40	5.00
	14	3.5000	.81807	.21864	3.0277	3.9723	1.40	4.60
	61	4.0623	.66787	.08551	3.8912	4.2333	1.80	5.00
	19	4.2000	.59628	.13680	3.9126	4.4874	3.00	5.00
	6	3.4000	1.13842	.46476	2.2053	4.5947	1.40	4.80
	119	3.9630	.74696	.06847	3.8274	4.0986	1.40	5.00

Test of Homogeneity of Variances

ntion_To_Use

Levene Statistic	df1	df2	Sig.
1.195	4	114	.317

ANOVA

ntion_To_Use

	Sum of Squares	df	Mean Square	F	Sig.
Groups	6.597	4	1.649	3.174	.016
Within Groups	59.240	114	.520		
Total	65.837	118			

Post Hoc Test

Multiple Comparisons

ntion_To_Use

)

on	on	ifference (I-J)	Error	ig.	95% Confidence Interval	
					er Bound	er Bound
egree		.42632	.25391	.451	-.2775	1.1301
		-.13598	.18939	.952	-.6610	.3890
		-.27368	.23388	.768	-.9220	.3746
		.52632	.33758	.527	-.4094	1.4621
egree		-.42632	.25391	.451	-1.1301	.2775
		-.56230	.21363	.071	-1.1545	.0299
		-.70000	.25391	.052	-1.4038	.0038
		.10000	.35175	.999	-.8750	1.0750
egree		.13598	.18939	.952	-.3890	.6610
		.56230	.21363	.071	-.0299	1.1545
		-.13770	.18939	.950	-.6627	.3873
		.66230	.30843	.208	-.1926	1.5172
egree		.27368	.23388	.768	-.3746	.9220
		.70000	.25391	.052	-.0038	1.4038
		.13770	.18939	.950	-.3873	.6627
		.80000	.33758	.131	-.1357	1.7357
egree		-.52632	.33758	.527	-1.4621	.4094
		-.10000	.35175	.999	-1.0750	.8750
		-.66230	.30843	.208	-1.5172	.1926
		-.80000	.33758	.131	-1.7357	.1357

Homogeneous Subsets

Mean_Intention_To_Use

g^{a,b}

	N	set for alpha = 0.05	
		1	2
egree	6	3.4000	
	14	3.5000	3.5000
	19	3.9263	3.9263
	61	4.0623	4.0623
	19		4.2000
		.117	.085

groups in homogeneous subsets are displayed.

harmonic Mean Sample Size = 13.898.

up sizes are unequal. The harmonic mean of the group sizes

pe I error levels are not guaranteed.

Correlation Analysis

Descriptive Statistics

	Mean	Deviation	N
Intention_To_Use	3.9630	.74696	119
Attitude	4.0770	.67011	119
Subjective_Norm	3.7605	.68766	119
Perceived_Behavior_Control	3.8543	.81608	119

Correlations

		Intention_To_Use	Attitude	Subjective_Norm	Perceived_Behavior_Control
Intention_To_Use	Correlation	1	.731**	.542**	.650**
	Sig. (2-tailed)		.000	.000	.000
	N	119	119	119	119
Attitude	Correlation	.731**	1	.487**	.639**
	Sig. (2-tailed)	.000		.000	.000
	N	119	119	119	119
Subjective_Norm	Correlation	.542**	.487**	1	.609**
	Sig. (2-tailed)	.000	.000		.000
	N	119	119	119	119
Perceived_Behavior_Control	Correlation	.650**	.639**	.609**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	119	119	119	119

**Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

Descriptive Statistics

	Mean	Deviation	N
Intention_To_Use	3.9630	.74696	119
Attitude	4.0770	.67011	119
Subjective_Norm	3.7605	.68766	119
Perceived_Behavior_Control	3.8543	.81608	119

Correlations

	Intention_To_Use	Attitude	Subjective_Norm	Perceived_Behavior_Control
Intention_To_Use	1.000	.731	.542	.650
Attitude	.731	1.000	.487	.639
Subjective_Norm	.542	.487	1.000	.609
Perceived_Behavior_Control	.650	.639	.609	1.000
Intention_To_Use	.000	.000	.000	.000
Attitude	.000	.000	.000	.000
Subjective_Norm	.000	.000	.000	.000
Perceived_Behavior_Control	.000	.000	.000	.000
Intention_To_Use	119	119	119	119
Attitude	119	119	119	119
Subjective_Norm	119	119	119	119
Perceived_Behavior_Control	119	119	119	119

Variables Entered/Removed^b

	Variables Entered	Variables Removed	Method
1.	Mean_Perceived_Behavior_Control, Mean_Subjective_Norm, Mean_Attitude		Stepwise (Criteria)

a. Dependent Variable: Mean_Intention_To_Use

b. Predictors: (Constant), Mean_Perceived_Behavior_Control, Mean_Subjective_Norm, Mean_Attitude

Model Summary^b

	R	Adjusted R Square	Standard Error of the Estimate
1.	.778 ^a	.605	1.595

a. Dependent Variable: Mean_Intention_To_Use

b. Predictors: (Constant), Mean_Perceived_Behavior_Control, Mean_Subjective_Norm, Mean_Attitude

c. Dependent Variable: Mean_Intention_To_Use

ANOVA^b

	Sum of Squares	df	Mean Square	F	Sig.
1. (Constant)	39.847	3	13.282	58.770	.000 ^a
Mean_Perceived_Behavior_Control	25.990	115	.226		
Mean_Subjective_Norm	65.837	118			

a. Dependent Variable: Mean_Intention_To_Use

b. Predictors: (Constant), Mean_Perceived_Behavior_Control, Mean_Subjective_Norm, Mean_Attitude

Coefficients^a

	Standardized Coefficients		Unstandardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.210	.298		.706	.482
Attitude	.566	.086	.508	6.584	.000
Subjective_Norm	.166	.081	.153	2.042	.043
Perceived_Behavior_Control	.213	.078	.232	2.735	.007

Dependent Variable: Mean_Intention_To_Use

Collinearity Diagnostics^a

	Eigenvalue	Condition Index	Variance Proportions			
			(Constant)	Attitude	Subjective_Norm	Perceived_Behavior_Control
1	3.953	1.000	.00	.00	.00	.00
2	.022	13.523	.53	.00	.01	.42
3	.015	15.993	.01	.26	.85	.08
4	.010	20.101	.46	.74	.13	.50

Dependent Variable: Mean_Intention_To_Use

Casewise Diagnostics^a

Case Number	Residual	Mean_Intention_To_Use	Adjusted Value	Adjusted Residual
1	-5.825	1.80	4.5690	-2.76901

Dependent Variable: Mean_Intention_To_Use

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Standard Deviation	N
Unadjusted Value	1.9348	4.7812	3.9630	.58111	119
Adjusted Value	-3.490	1.408	.000	1.000	119
Error of Predicted Value	.045	.160	.084	.025	119
Unadjusted Predicted Value	2.0034	4.7970	3.9635	.57875	119
Adjusted Predicted Value	-2.76901	1.02876	.00000	.46932	119
Unadjusted Residual	-5.825	2.164	.000	.987	119
Adjusted Residual	-5.905	2.186	-.001	1.005	119
Unadjusted Standardized Residual	-2.84608	1.04996	-.00051	.48620	119
Adjusted Standardized Residual	-7.043	2.223	-.010	1.068	119
Unadjusted Variance Inflation Factor	.059	12.410	2.975	2.454	119
Adjusted Variance Inflation Factor	.000	.243	.009	.025	119
Unadjusted Leverage Value	.000	.105	.025	.021	119

Dependent Variable: Mean_Intention_To_Use

Chart

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Mean_Intention_To_Use



